



WHAS
P.O. Box 1100
Louisville, KY 40201

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015-7010

Contract

856495

Schedule Dates 09/25/12-10/08/12
Advertiser Mike Pence for Govenor Indiana (39072)
Agency/T-Code Strategic Media Placement (7970)/157739025
Product Political - State Governor (1177)
Brand Republican - Political (1692)
Salesperson Johannessen, Jordan (2818)
Sales Office TeleRep - New York
Buyer Name EVERSOLE,WHITNEY
Phone/Fax (765) 643-9503 /
CPE 2716
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments MIKE PENCE FOR INDY
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Lisa Nelson
CO-OP No
Headline # 06335204
Demo A3564
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,085.00
Net Total \$11,815.00
Sales Tax

Louisville (WHAS) (WHAS)

By Broadcast Month	Spots	Rate
Sep. 2012	13	\$6,500.00
Oct. 2012	14	\$7,400.00
Grand Total:	27	\$13,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/25/12-09/27/12	3	:30	5:58A- News @ 6am			1	1	1				3	\$350.00	\$1,050.00	Louisville (WHAS) (WHAS)	1)1 X PER DAY	9/24/12
2.0	Normal Line / SPOT	10/02/12-10/02/12	3	:30	5:58A- News @ 6am			1						1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	2)1 X PER DAY	9/24/12
3.0	Normal Line / SPOT	10/04/12-10/05/12	3	:30	5:58A- News @ 6am					1	1			2	\$350.00	\$700.00	Louisville (WHAS) (WHAS)	3)1 X PER DAY	9/24/12
4.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	5:58A- News @ 6am		1							1	\$350.00	\$350.00	Louisville (WHAS) (WHAS)	4)1 X PER DAY	9/24/12
5.0	Normal Line / SPOT	09/25/12-09/28/12	3	:30	5:58P- News @ 6pm			1	1	1	1			4	\$600.00	\$2,400.00	Louisville (WHAS) (WHAS)	5)1 X PER DAY	9/24/12
6.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	5:58P- News @ 6pm			1	1	1	1			4	\$600.00	\$2,400.00	Louisville (WHAS) (WHAS)	6)1 X PER DAY	9/24/12
7.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	5:58P- News @ 6pm		1							1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	7)1 X PER DAY	9/24/12
8.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6A- 8:57A (ET)								1	1	\$50.00	\$50.00	Louisville (WHAS) (WHAS)	8)1 X PER DAY	9/24/12
9.0	Normal Line / SPOT	09/25/12-09/28/12	3	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11			1	1	1	1			4	\$600.00	\$2,400.00	Louisville (WHAS) (WHAS)	9)1 X PER DAY	9/24/12
10.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	10:59P- News @ 11pm Weekend								1	1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	10)1 X PER DAY	9/24/12
11.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	10:59P- News @ 11pm Weekend								1	1	\$600.00	\$600.00	Louisville (WHAS) (WHAS)	11)1 X PER DAY	9/24/12
12.0	Normal Line / SPOT	10/01/12-10/04/12	3	:30	10:59P- News @ 11pm WHAS11 News 11 @ 11		1	1	1	1				4	\$600.00	\$2,400.00	Louisville (WHAS) (WHAS)	10)	9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: